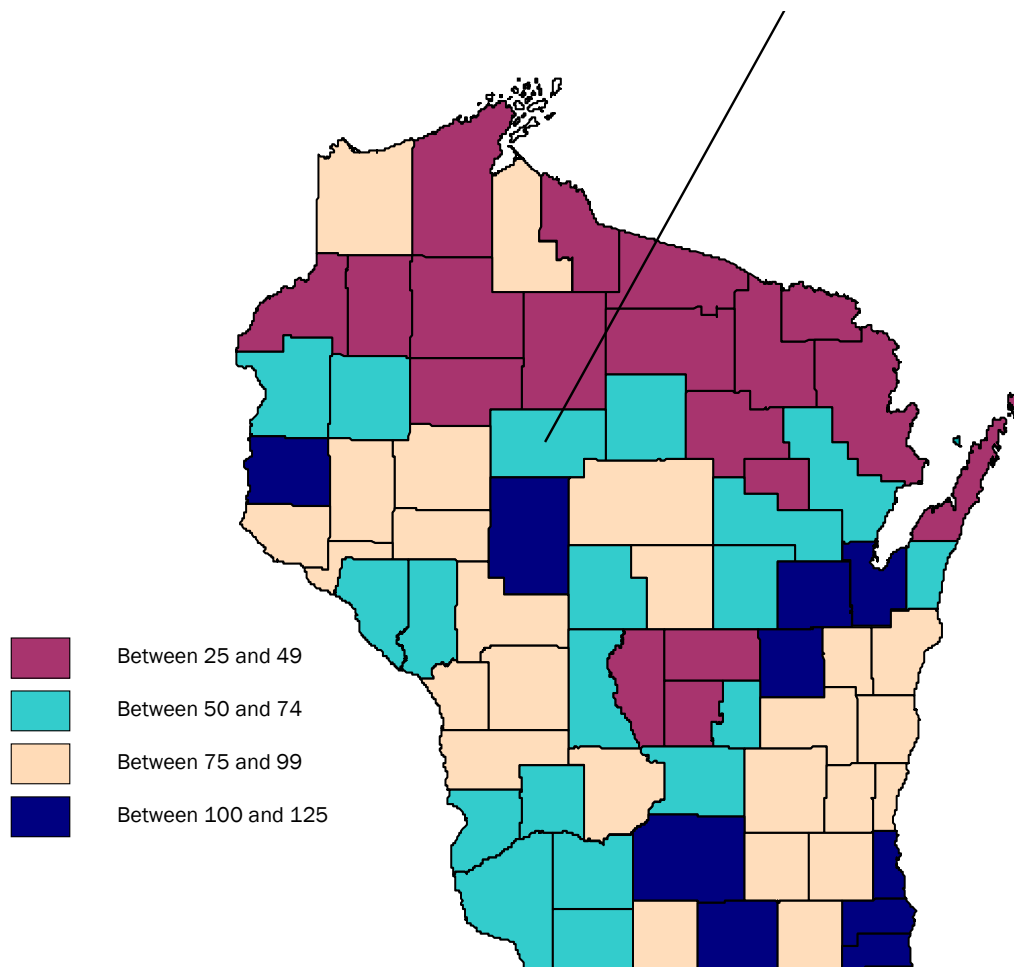


Taylor County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

The population in Taylor County increased from Census 2000 to January 2004, but at a slower pace than in the nation and Wisconsin. In the last four years the population in Taylor County increased 1.0 percent by adding 192 residents. The percent change ranked 66th among the state's 72 counties.

Ten of the county's 27 municipalities lost residents during the period including the largest in the county, the City of Medford,

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Taylor County	19,680	19,872	192	1.0%
Largest Municipalities				
Medford, City	4,350	4,311	-39	-0.9%
Medford, Town	2,216	2,224	8	0.4%
Little Black, Town	1,148	1,189	41	3.6%
Browning, Town	850	887	37	4.4%
Rib Lake, Village	878	870	-8	-0.9%
Holway, Town	854	866	12	1.4%
Rib Lake, Town	768	778	10	1.3%
Deer Creek, Town	733	751	18	2.5%
Hammel, Town	735	746	11	1.5%
Chelsea, Town	719	743	24	3.3%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

but seven of the ten largest municipalities out-paced the percent increase of the county. These municipalities, as well as the county, are growing from an increase in the number of births and a small increase from migration. From 2000 to 2004, there were 891 births in Taylor County, which exceeded the number of deaths by 163. The increase of 0.8 percent from natural changes in population in the county was less than the increase in the state of 1.5 percent. This increase was similar to the trend in other non-metropolitan counties, however, where the population tends to be older than in metropolitan counties and older residents are less inclined to bear children. In fact, the fertility rate (see glossary) of 58.8 is only slightly better than the rate in the state of 58.7.

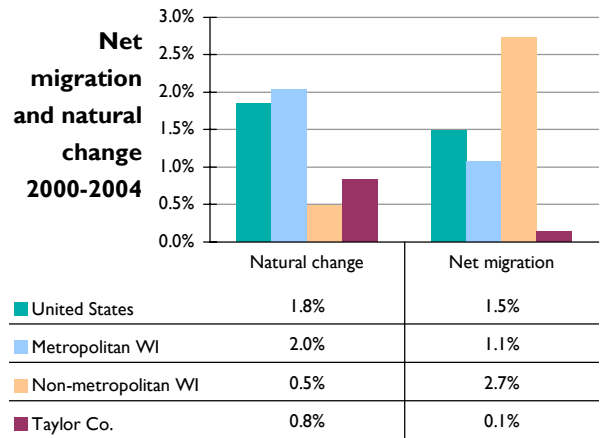
The county did add a few residents from migration, more people moving into the county than leaving it. Although it was an increase of only 29 residents, it reversed an earlier trend where the county was losing residents due to

net out-migration.

Current trends in both natural increases and net migration were used to project the future population in Taylor County illustrated in the bottom graph. With little growth from either natural changes or migration, the average age in the county will increase from 37 years to over 41 years by 2020.

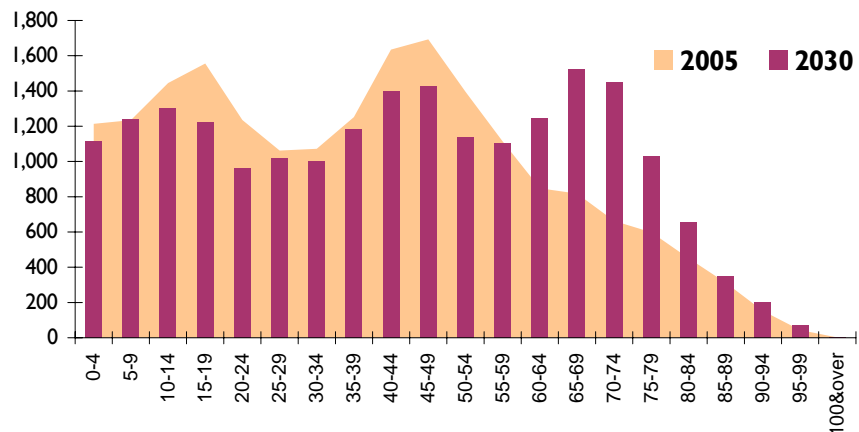
Roughly 18 percent of the population is currently over 60 years old, but by 2030 that share will expand to nearly 32 percent. In contrast, 34 percent of the current population is under 25 years old and that will shrink to 28 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers in the background moves to the right, while the smaller bump of younger residents is projected to decline by 2030.

The impact of an aging population is perhaps more obvious in terms of services that they will require. Assuming



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Taylor County



Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

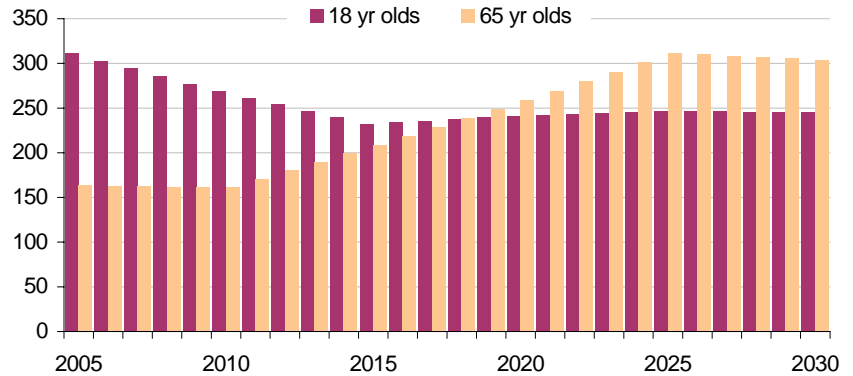
that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents points to a time when the first group exceeds the second group in number. That convergence will occur in 2018 in Taylor County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 85 percent in Taylor County. But after the age of 55 the LFPR begins to drop and by 60 years it nears 55 percent. The number of residents may increase, but as the population ages the labor force will decline.

Although county population growth will slow, it is not projected to decline during the projection period. However, because a greater share of the population will be over 50 years, an age when labor force participation drops off, the size of the labor force is projected to decline. The three columns in the chart on the right illustrate labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections and the smaller sections for the younger age groups.

This projection uses national assumptions that included a slight increase in the participation rates of older residents, but did not factor in the declining participation rates of white

Convergence of 18 & 65 year old population in Taylor County

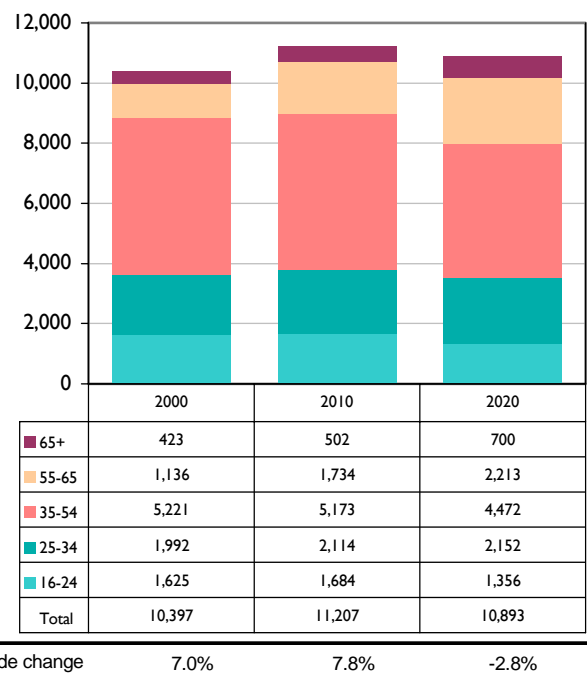


Source: WI Dept. of Administration, Demographic Services

residents; and the population in Taylor County is 98 percent white. The largest ethnic group, Hispanic, is less than one percent of the total population.

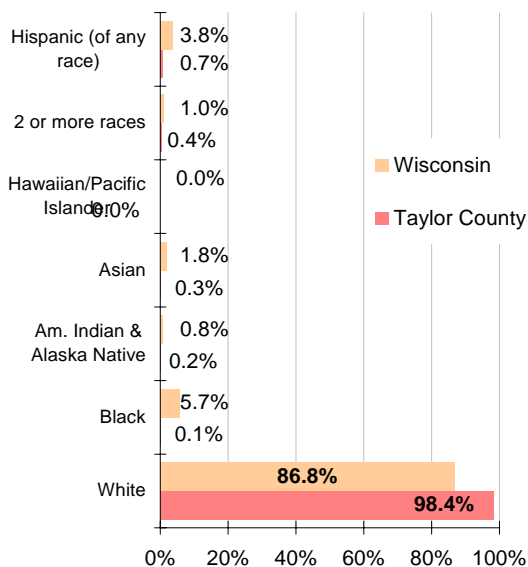
Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands changes in the types of goods and services provided in local communities.

Taylor County Labor Force Projections by Age



Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



Source: U.S. Census Population Characteristics Estimates, 2002

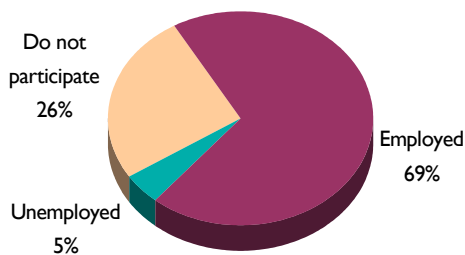
Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Taylor County, the participation rate was 74.2 percent. This means that 26 percent of the population 16 years old and older did not participate. This includes some students and individuals who choose not to work, including retirees. As the

unemployment rates. The fact that there were fewer new job seekers into the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Taylor County in 2003 was 6.4 percent compared to a 15.9 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

Labor force participation in Taylor County

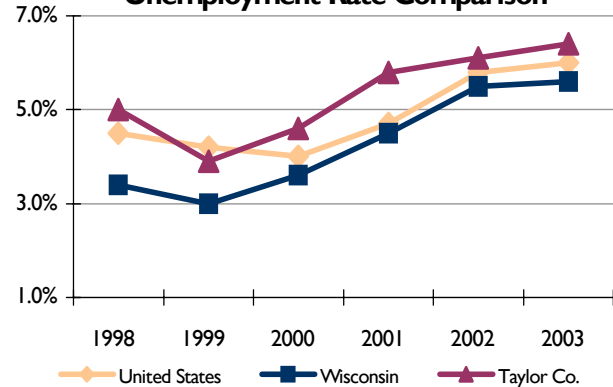


Source: DWD, Office of Economic Advisors, July 2004

population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force, who are seeking first-time jobs, and consequently, fewer included among the unemployed. That, in turn, will produce lower

Unemployment Rate Comparison



Taylor County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	10,449	10,119	10,597	10,696	10,666	11,217
Employed	9,922	9,724	10,112	10,075	10,015	10,501
Unemployed	527	395	485	621	651	716
Unemployment Rate	5.0%	3.9%	4.6%	5.8%	6.1%	6.4%

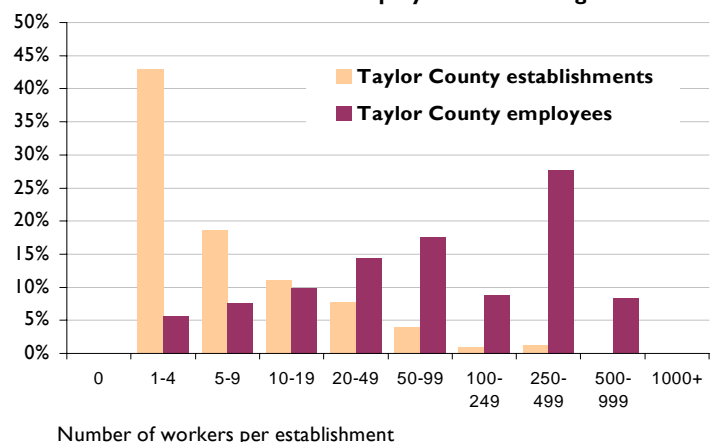
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. However, of the roughly 8,930 jobs in Taylor County over one-third are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than two percent of all employers in Taylor County compared to less than one percent in the nation and in Wisconsin.

The greatest share of jobs in the county is with employers in the 250-499 employee range. However, the greatest share of employers, 56 percent, has less than five workers. The average employer in Taylor County has 16 employees, compared with 17 employees in Wisconsin and 13 in the United States.

Share of establishments & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 22.1, July 2004

Industry & employers by size

Weather Shield Manufacturing is the largest employer in Taylor County and on this list it includes all of the various production lines that operate in the county. The combined operations provide over 1,000 jobs to local residents. On the previous page however, and in the top industry list these operations were categorized separately. One of those divisions includes the corporate offices, classified as management of companies, and is included in the list of top ten industries.

The top industries list also includes administrative and support services, an industry that includes temporary help agencies that supply many workers for area manufacturing firms.

In some way, seven of the top ten industries are on this list because they reflect manufacturing employment and are represented by employers on that list. Only food services and drinking places is not represented by employers because most of the employers are small but together provide many jobs.

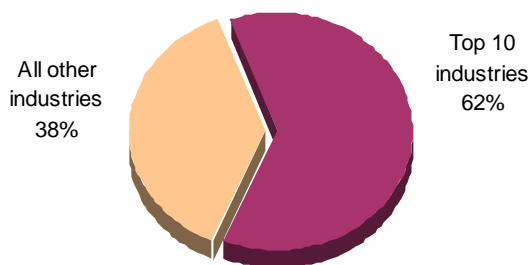
Top 10 Industries in Taylor County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Wood product manufacturing	9	1,208	137	-178
Food manufacturing	suppressed	suppressed	not avail.	not avail.
Merchant wholesalers, nondurable goods	suppressed	suppressed	not avail.	not avail.
Educational services	4	522	-1	-21
Administrative & support services	suppressed	suppressed	not avail.	not avail.
Plastics & rubber products manufacturing	4	468	37	71
Food services & drinking places	30	422	34	-68
Executive, legislative, & gen government	24	416	-4	37
Management of companies & enterprises	suppressed	suppressed	not avail.	not avail.
Truck transportation	25	295	-76	-15

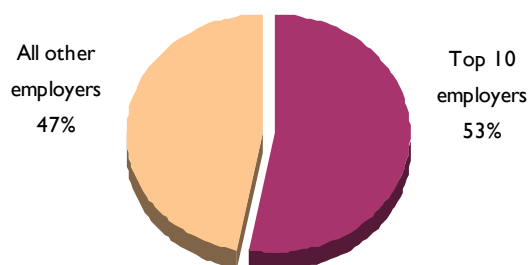
Top 10 Employers in Taylor County

Establishment	Product or Service	Size (Dec. 2003)
Weather Shield Mfg. Inc.	Wood window and door manufacturing	Over 999 employees
Kraft Pizza Co.	Frozen specialty food manufacturing	500-999 employees
Marathon Cheese Corp.	Dairy product merchant wholesalers	250-499 employees
Memorial Health Center Inc.	Offices of physicians, except mental health	250-499 employees
Hurd Millwork Co. Inc.	Wood window and door manufacturing	250-499 employees
Adecco USA Inc.	Temporary help services	250-499 employees
Medford Public School District	Elementary and secondary schools	250-499 employees
Phillips Plastics Corp.	All other plastics product manufacturing	250-499 employees
County of Taylor	Executive, legislative, & gen. government offices	100-249 employees
Medford Coop. Inc.	Gasoline stations with convenience stores	100-249 employees

Share of jobs in top 10 industries in Taylor County



Share of Taylor County jobs with top 10 employers



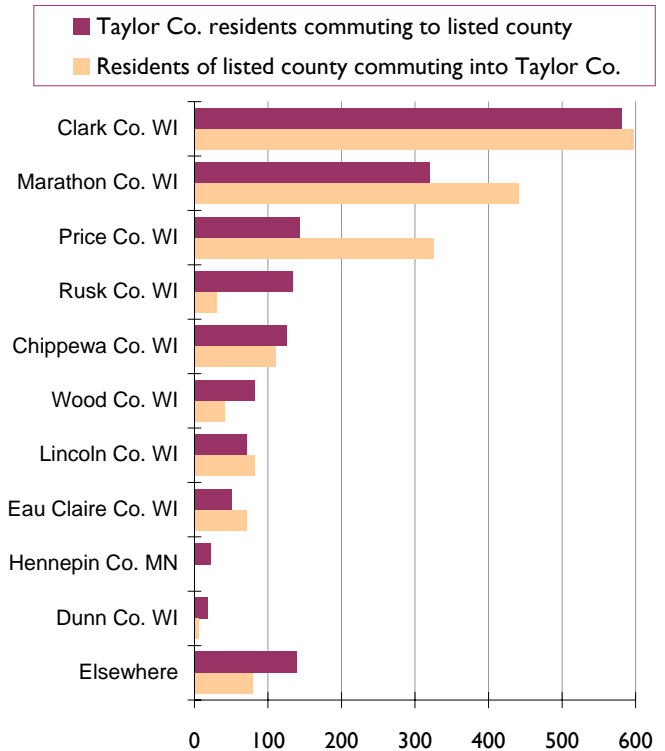
Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

Commuting

In Taylor County, 1,693 residents, 17 percent of the workers who live in the county, traveled out of the county for a job. In most cases, commuters did not travel far from home. One in every three workers who left the county headed for destinations in Clark County, especially to employers in the Village of Dorchester and the City of Thorp. More county residents traveled to Dorchester than any other village or city, while the second most popular destination was the City of Wausau in Marathon County.

Overall, more workers travel to Taylor County than leave the county to work in surrounding communities. The exchange of workers between Taylor and Clark counties is nearly one-to-one, but the county gains more workers from Marathon and Price counties than it sends to these counties. For those workers who live in Clark County, the destination is almost always the City of Medford, as it is for two out of every three workers who commute into the county for a job.

Roughly 1,800 workers travel into the county for jobs and one-third of them are Clark County residents and another 25 percent are Marathon County residents. Add in the roughly 325 workers from Price County and these three counties account for 85 percent of all inbound traffic. These workers are very important to the employers in Taylor County and have increased from 1,055 in 1990.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The jobs in Taylor County share some characteristics with neighboring counties and those similarities were used to define a labor surplus area. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 15,900 jobs, or 32 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50th percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight.

Ten of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that range from \$11/hour to \$15.50/hour. Only two of the occupations typically require college degrees.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$10.75	\$7.15	\$9.25	\$12.93
Cashiers	\$7.44	\$6.26	\$7.23	\$8.36
Packers & packagers, hand	\$10.91	\$9.34	\$10.54	\$12.70
Truck drivers, heavy & tractor-trailer	\$15.44	\$12.38	\$14.83	\$18.36
Laborers & freight, stock, & material movers, hand	\$10.55	\$8.55	\$10.18	\$12.74
Bookkeeping, accounting, & auditing clerks	\$11.09	\$9.58	\$10.55	\$12.25
Team assemblers	\$11.54	\$9.35	\$11.62	\$14.08
Nursing aides, orderlies, & attendants	\$9.85	\$8.80	\$9.88	\$10.94
Janitors & cleaners, except maids & hskpg. cleaners	\$9.74	\$7.69	\$9.03	\$11.79
Elem. school teachers, except special ed.	-	-	-	-
Comb. food prep. & serving workers (fast food)	\$6.56	\$5.84	\$6.37	\$6.94
Office clerks, general	\$10.00	\$7.94	\$10.06	\$11.95
Teacher assistants	-	-	-	-
Stock clerks & order fillers	\$8.94	\$6.97	\$8.67	\$10.40
Production workers, all other	\$13.47	\$10.19	\$13.65	\$16.32
1st-line supvsr/mgrs. of prod. & operating workers	\$19.67	\$14.70	\$19.22	\$23.21
Helpers--production workers	\$12.66	\$10.76	\$12.35	\$13.93
Registered nurses	\$21.87	\$18.93	\$21.19	\$24.94
Maintenance & repair workers, general	\$15.01	\$12.50	\$15.07	\$17.35
Secretaries, except legal, medical, & executive	\$11.17	\$9.63	\$10.96	\$12.74

Taylor County is part of an area which includes Barron, Burnett, Clark, Rusk and Taylor counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

From 2002 to 2003 payroll employment in Taylor County increased by 194 jobs, or 2.2 percent, while employment in Wisconsin fell 0.2 percent. The largest increase in employment occurred with professional and business services employers with the addition of 151 jobs in 2003. Many of these jobs were with temporary help agencies, which provide workers to local manufacturing employers. Manufacturing employers, who provide 32 percent of the jobs in the county and 37 percent of total payroll, reported the second highest increase in jobs. Manufacturing jobs increased 1.7 percent in the county compared to a 4.2 percent reduction in Wisconsin. Although manufacturing employers have the largest payroll, its average annual wages of \$30,996 are only 74 percent of wages for similar work in the state and declined 0.6 percent from one year ago. However, overall average wages in the county rose 1.4 percent compared with an increase statewide of 3.1 percent.

The distribution of total payroll and employment for the major industry groups in Taylor County is detailed in the chart below. After manufacturing, the second highest payroll is with trade, transportation, and utilities employers and its

Average Annual Wage by Industry Division in 2003

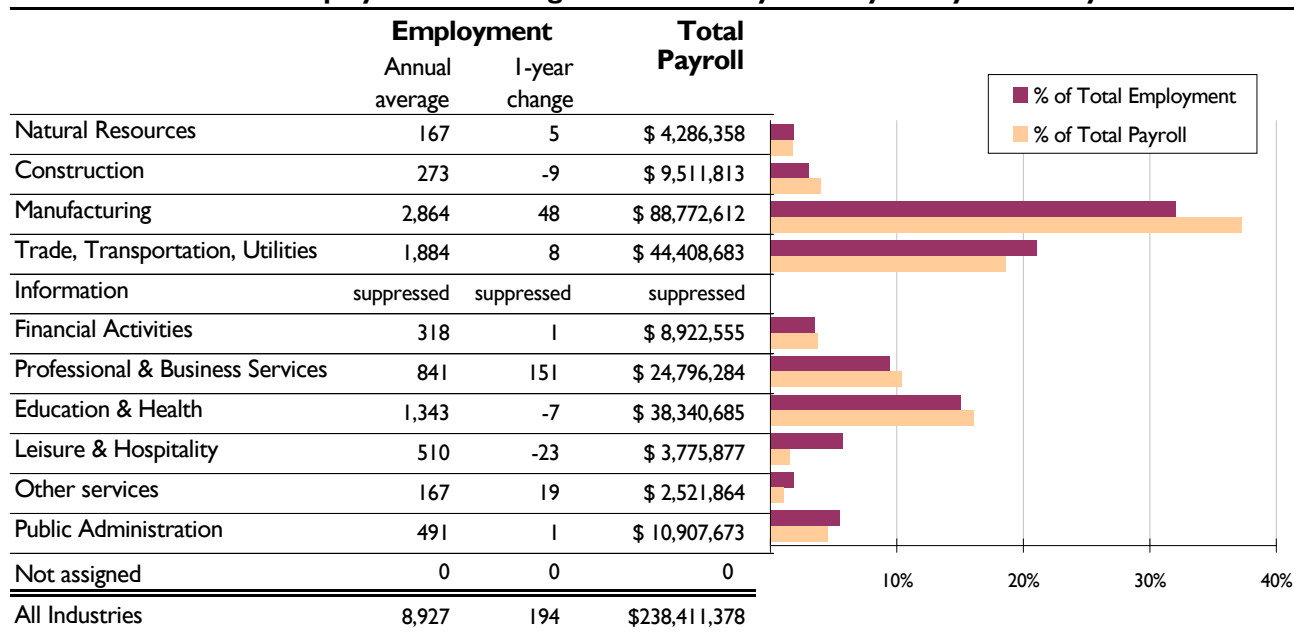
	Average Annual Wage Wisconsin	Average Annual Wage Taylor County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 26,707	79.9%	1.4%
Natural resources	\$ 25,723	\$ 25,667	99.8%	-2.2%
Construction	\$ 40,228	\$ 34,842	86.6%	-0.4%
Manufacturing	\$ 42,013	\$ 30,996	73.8%	-0.6%
Trade, Transportation, Utilities	\$ 28,896	\$ 23,571	81.6%	2.7%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 28,058	65.3%	6.1%
Professional & Business Services	\$ 38,076	\$ 29,484	77.4%	-3.0%
Education & Health	\$ 35,045	\$ 28,549	81.5%	4.5%
Leisure & Hospitality	\$ 12,002	\$ 7,404	61.7%	4.4%
Other services	\$ 19,710	\$ 15,101	76.6%	-9.9%
Public Administration	\$ 35,689	\$ 22,215	62.2%	4.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

average annual wage is 82 percent of wages for similar work in the state. The lowest wages in leisure and hospitality are paid to workers in six percent of the county's jobs.

Several factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal and temporary employment.

2003 Employment and Wage Distribution by Industry in Taylor County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (see glossary) increased 4.9 percent in Taylor County in 2002, faster than in the United States, Wisconsin and other non-metropolitan counties in the state. Even with the increase, the PCPI in the county is only 75 percent of PCPI in Wisconsin and 73 percent of the United States. It ranks 65th out of 72 counties in the state.

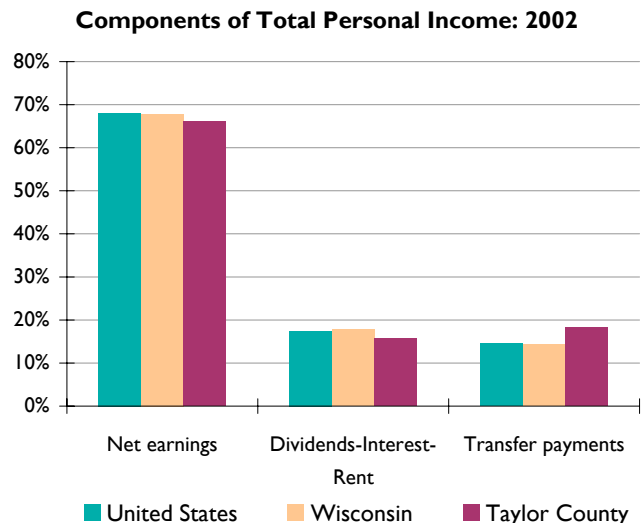
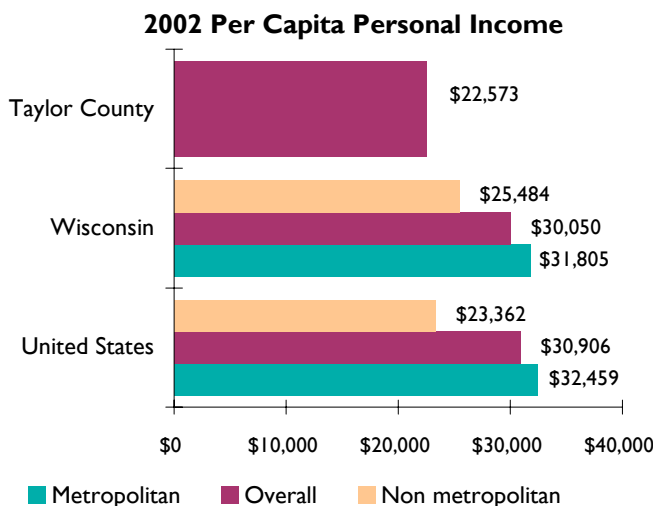
The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. The largest share of net earnings, however, is from payroll wages earned in jobs in Taylor County. Because the county's annual average wages are lower than in

Wisconsin, the share of net earnings in total personal income of 66 percent is less than the 68 percent share in both the state and nation. In contrast, transfer payments comprise a larger than average share. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure, it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Taylor County	\$18,095	\$19,751	\$20,277	\$21,014	\$21,510	\$22,573	4.9%	24.7%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Taylor County	\$20,282	\$21,799	\$21,896	\$21,954	\$21,850	\$22,573	3.3%	11.3%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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email: Beverly.Gehrke@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Fertility rate - Number of live births per 1,000 women aged 15-44 years.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.